WHAT IS CLAIMED IS:

1. A molecular adjuvant for enhancing an immune response to an immunogen comprising: a targeting ligand having binding affinity for a characteristic determinant of an antigen presenting cell, said targeting ligand being ~~functionally~~ covalently linked to said immunogen, whereby binding of said molecular adjuvant to said antigen presenting cell determinant activates said antigen presenting cell, effecting delivery of said immunogen to an antigen presenting pathway of said antigen presenting cell.

2. A molecular adjuvant as claimed in claim 1, wherein said targeting ligand binds specifically to a determinant comprising an immunomodulatory receptor of said antigen presenting cell.

3. A molecular adjuvant as claimed in claim 2, wherein said targeting ligand binds specifically to a receptor selected from the group consisting of C5a receptor, IFN-gamma receptor, CD21 (C3d) receptor, CD64 (FcgRI) receptor, and CD23 (FceRII) receptor.

4. A molecular adjuvant as claimed in claim 3, wherein said targeting ligand binds specifically to a C5a receptor and is selected from the group consisting of C5a and a peptide agonist analog of C5a comprising the C-terminal ten residues of C5a.

5. A molecular adjuvant as claimed in claim 4, wherein said targeting ligand is a peptide comprising the sequence YSFKPMPLaR, which is SEQ ID NO:1.

6. A molecular adjuvant as claimed in claim 1, comprising a targeting ligand and an immunogen

having the sequence YKQGGFLGLYSFKPMPLaR.

7. A molecular adjuvant as claimed in claim 1, wherein said targeting moiety and said immunogen are linked by a spacer moiety.

8. A molecular adjuvant as claimed in claim 3, wherein said targeting ligand binds specifically to an IFN-gamma receptor and is selected from the group consisting of IFN-gamma and a peptide analog of IFN-gamma comprising the N-terminal 39 residues of INF-gamma.

9. A molecular adjuvant as claimed in claim 8, wherein said targeting ligand is a peptide comprising a sequence selected from the group consisting of

HGTVIESLESLNNYFNFFGIDVEEKSLFLDIWRNWQKDG, which is Sequence I.D. No. 3; and

QDPYVKEAENLKKYFNAGHSDVADNGTLFGIKNWKEE, which is Sequence I.D. No. 4.

10. A molecular adjuvant as claimed in claim 1, wherein said immunogen comprises at least one substance selected from the group consisting of peptides, glycopeptides, phosphopeptides, lipopeptides, proteins, glycoproteins, phosphoproteins, lipoproteins, carbohydrates, nucleic acids and lipids.

11. A molecular adjuvant as claimed in claim 10, wherein said immunogen comprises a peptide.

12. A molecular adjuvant as claimed in claim 10, wherein said peptide comprises an epitope of human mucin-1.

13. A molecular adjuvant as claimed in claim 10, wherein said immunogen comprises a protein.

14. A molecular adjuvant as claimed in claim 13, wherein said protein comprises serum amyloid A (SAA).

15. A molecular adjuvant as claimed in claim 14 having the formula SAA-K-Ahx-YSFKPMPLaR, which is SAA-conjugated SEQ ID NO:8.

16. A molecular adjuvant as claimed in claim 1, wherein said immunogen comprises a tumor-specific antigen.

17. A composition for enhancing an immune response to an immunogen in a subject in which said enhanced immune response is desired, said composition comprising the molecular adjuvant of claim 1 in a biologically compatible medium.

18. A method for activating an antigen presenting cell for inducing an enhanced immune response to an immunogen, said immunogen being delivered to the antigen presenting pathway of said antigen presenting cell, said method comprising binding to a characteristic surface determinant of said antigen presenting cell a molecular adjuvant as claimed in claim 1.

19. A method as claimed in claim 18, wherein binding of said molecular adjuvant to said antigen presenting cell induces a humoral immune response.

20. A method as claimed in claim 18, wherein binding of said molecular adjuvant to said antigen presenting cell induces a cellular immune

response.

21. A method as claimed in claim 18, wherein said antigen presenting cell is selected from the group consisting of monocytes, dendritic cells, macrophages and B cells.

22. A method for eliciting an antigen presenting cell-mediated immune response in a host susceptible to infection by an antigen containing disease causing agent, said method comprising administering to said individual a molecular adjuvant, as claimed in claim 1, wherein said immunogen comprises the antigen of said disease causing agent, in an amount effective for eliciting said immune response.

23. A method for eliciting an immune response to a tumor-associated antigen, said method comprising administering to a host having a tumor expressing said tumor-associated antigen a molecular adjuvant as claimed in claim 1, wherein said immunogen comprises said tumor-associated antigen, in an amount effective for eliciting said immune response.

24. A method for the production of antibodies to an immunogen, comprising:

a) immunizing an animal with an ~~immunogenic~~ immunogenically effective amount of the molecular adjuvant of claim 1;

b) isolating antibodies ~~form~~ from sera of said animal; and

c) recovering said isolated antibodies.